

What is claimed is:

1. An advertisement method on a network, comprising:
displaying a guide code corresponding to a network address of an
5 advertisement object;
allowing a user to transmit said guide code.
2. A method according to claim 1, wherein said network is wireless.
- 10 3. A method according to claim 1, wherein said network is the Internet
4. A method according to claim 1, wherein said network comprises a mobile
telephone.
- 15 5. A method according to claim 1, wherein said network address is a URL website
address.
6. A method according to claim 1, wherein said advertisement object comprises
information that an advertiser wants to advertise.
- 20 7. A method according to claim 1, wherein said advertisement object comprises
information relating to an advertised good or service.

8. A method according to claim 1, further comprising the following step:
transmitting to said user said network address corresponding to said guide
code transmitted by said user.

5 9. A method according to claim 1, further comprising the following step:
providing a benefit to said user who transmits said guide code.

10. A method according to claim 1, further comprising the following step:
transmitting an identity code identifying said user.

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11. A method according to claim 7, further comprising the following step:
allowing said user to purchase said advertised good or service by inputting
said guide code.

15 12. A method according to claim 7, further comprising the following step:
transmitting an identity code identifying said user; and
allowing said user to purchase said advertised good or service by inputting
said guide code.

20 13. A method according to claim 4, wherein said advertisement object comprises
information relating to a specific advertised good or service, further comprising
the following step:
allowing said user to purchase said advertised good or service;

charging the cost of said purchase of said advertised item to a calling
account of said mobile telephone.

14. An advertisement apparatus on a network, comprising:

- 5 means for displaying a guide code corresponding to a network address of an
advertisement object;
 means for allowing a user to transmit said guide code.

15. A computer program stored on a computer-readable medium, comprising the

10 instructions of:

- displaying a guide code corresponding to a network address of an
advertisement object;
 allowing a user to transmit said guide code.

15 16. An advertisement guide method using guide codes, comprising the steps of:

- assigning guide codes respectively to each advertiser or each item of the
advertiser, each of said guide codes being linked with the Web site of the
advertiser or the item;

- upon perceiving a given one of said guide codes, allowing a user to gain
20 access to a guide code server through a mobile communication service system
using his or her mobile communication terminal and to enter the given guide
code in said terminal under the guidance of an automatic response service
system;

when said given guide code is entered, searching a guide code database for
Web site address information corresponding to the entered guide code and
sending the searched Web site address information to a voice mail box
belonging to a telephone number of said mobile communication terminal of the
5 user; and

allowing said user to open said voice mail box associated with the
telephone number of his or her mobile communication terminal, extracting
information stored in said voice mail box and confirming a Web address of an
advertising site corresponding to said given guide code on the basis of the
10 extracted information.

17. An advertisement guide method using guide codes according to claim 16,
wherein by assigning unique numerals to the guide codes of each advertiser and
each item of the advertiser, the guide codes function as a transaction code for
15 the advertiser or its items.

18. An advertisement guide method using guide codes according to claim 16,
wherein a service associated with said voice mail box includes a short-message
mail box.

19. An advertisement guide method using guide codes according to claim 16,
wherein said step allowing access to guide server further comprises the
following step:

allowing said user to enter the telephone number of his or her mobile communication terminal when he or she enters said given guide code.

- 5 20. An advertisement guide method using guide codes according to claim 18, wherein said step allowing access to guide server further comprises the following step:

allowing said user to enter the telephone number of his or her mobile communication terminal when he or she enters said given guide code.

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21. An advertisement guide method using guide codes according to claim 16, wherein said step allowing access to guide server further comprises the following step:

allowing said user to enter the telephone number of a mobile communication terminal of third party when he or she enters said given guide code.

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22. An advertisement guide method using guide codes according to claim 18, wherein said step allowing access to guide server further comprises the following step:

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allowing said user to enter the telephone number of a mobile communication terminal of third party when he or she enters said given guide code.

23. An advertisement guide method using guide codes according to claim 16,
wherein said step allowing access to guide server further comprises the
following steps:

- 5 determining whether said user enters an automatic membership joining
identifier when he or she enters said given guide code;
 sending guide code membership information stored in a guide code
membership database to said advertising site corresponding to said given guide
code; and
10 automatically executing a membership joining procedure on the basis of the
sent guide code membership information.

24. An advertisement guide method using guide codes according to claim 16,
further comprising following step:

- 15 allowing said user to check a voice message stored in said voice mail box
of said mobile communication terminal, confirming the Web address of the
advertising site corresponding to said given guide code on the basis of the
checked voice message, gaining access to the corresponding advertising site
using his or her user personal computer and shift to a membership joining menu
20 to execute a complimentary service-conditioned membership joining procedure.

25. An advertisement guide method using guide codes according to claim 22,
wherein said complimentary service includes a predetermined amount of mobile

communication terminal free-call time.

26. An advertisement guide method using guide codes according to claim 22,
wherein said thank-you service includes offering of a predetermined amount of
5 money and other valuables.

27. An advertisement guide system using guide codes, comprising:

at least one mobile communication terminal connected to a mobile
communication service system over a radio communication network;

- 10 an automatic response service system connected to said mobile
communication service system for sending guide code entry guide information
to said mobile communication terminal in a mode of entering a specific one of
the guide codes, inserted in a given advertisement, using said mobile
communication terminal;

- 15 a guide code database for storing information about Web addresses of
advertising sites of advertisers;

- a server for extracting information about a Web address of an advertising
site of an advertiser corresponding to said specific guide code from said guide
code database when a user enters information containing said specific guide
20 code using said mobile communication terminal under the guidance of said
automatic response service system and then generating short-message
information based on the extracted Web site address information; and

a mail box service system connected to said mobile communication service

system for storing said short-message information from said server in a mail box belonging to a telephone number of said mobile communication terminal and reproducing the stored short-message information for user's confirmation.

- 5 28. An advertisement guide system according to claim 27, wherein said server includes a guide code membership database for providing a one-click membership joining service to said user through a personal information pre-registration procedure.
- 10 29. An advertisement guide system according to claim 27, wherein said mail box service system includes a voice mail box service.
30. An advertisement guide system according to claim 27, wherein said server includes a membership joining complimentary service provision system for providing a predetermined amount of mobile communication terminal free-call
- 15 time to said user on condition that said user registers as a member of the advertising site of the advertiser corresponding to said specific guide code.
31. A radio Internet access method using guide codes, comprising the steps of:
- 20 assigning the guide codes respectively to each advertiser or each item of the advertiser, each of said guide codes being linked with the Web site of the advertiser or the items of the merchandiser so that people can perceive the Web addresses of the advertising sites by corresponding guide codes;

allowing people to gain access to a guide code server through a gateway using his or her mobile communication terminal and enter a specific one of said guide codes in said terminal; and

when said specific guide code is entered, searching a guide code database
5 for a Web address of an advertising site of an advertiser corresponding to the entered guide code and forwarding said mobile communication terminal to the searched Web site address.

32. A radio Internet access method according to claim 31, wherein each of said
10 guide codes is appended with a given one of sub codes assigned respectively to items of goods being on sale in an advertising site of a corresponding one of said advertisers and then inserted and marked in a corresponding advertisement together with the given sub code, each of said sub codes being composed of numerals and being directly linked to a site selling an associated goods item,
15 whereby said peoples gain direct access to a specific selling site by connecting to a radio Internet network using his or her mobile communication terminal and entering one of said sub codes corresponding to the specific selling site in said terminal.

20 33. A reservation, purchase and settlement system using guide codes, comprising the following steps:

charging a user for the purchased service or goods in combination with or separately from the telephone fees of a mobile communication terminal of said

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